To: Veschio, Shellie, Trail, Diana O., Sullivan, Margaret, Silverman, Tanya, Richey, Jeanne, Mackie, Larry, Lennon, Audrey, Kinser, Trish, Johnson, Jeannine, Hill, Patricia L., Ganschaw, Ellen F., Furness, Sharon, Ellison, Belinda, Douvas, Hilda, Doucette, Joyce, Clay, Tina D., Campbell, Judy, Caldwell, Kathi J., Buwalda, Deania, Anderson, Kathy
From: S=Reid; G=Sharon; I=G.; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 11/6/97 23:05
Opened: 11/7/97 8:34
Subject: FW: Doral $7.50/15 CTS (?800007)

Wanted to share Trish Kinser's "formula" to help you manage through the CTS $7.50 Carton Promotion for DORAL. It is very important that all the brand styles allocated be utilized in each Cigarette/Tobacco Store if possible!

Thanks!
Sharon Reid, Sales Planning

From: Kinser, Trish

Subject: Doral $7.50/15 CTS (#800007)
Date: Thursday, November 06, 1997 4:31PM
Priority: High

Promotional Coordinators:

After straining the brain for a formula for the above, I would like to share what I have.

Here goes!

Richmond is working 6 brands, 2 large, 4 small.

Each display contains 120 billable offers @$5.00 off a carton.

Say you have 8 stores.

8 stores x 80 offers x 1.5 cartons divided 30(6M) = cases (TOTAL)

i.e. 8 x 80 = 640 x 1.5 = 960/30 = 32 cases

To figure the display:

32 cases x 20 offers/10 = 64 displays

To split the product:

Doral Lt 100 = 8
Doral 100 = 8
Doral Lt = 4
Doral Men Lt 100 = 4
Doral FF = 4
Doral Ult 100 = 4

Total 32 Cases

If you will take your total case amount allocated x 20/10 = displays allocated.

If you have an odd amount of stores, i.e. 9, you need to round up or down.

The POS kit allocation will not match any of the above. Give each CTS 1.

If you have any questions, give me a call.

Trish/2910

51851 1228